

SHAWN P. DALY, Ph.D., P.E.

I. EDUCATION

Ph.D. (1996) Temple University, Philadelphia, PA; International Business Administration
M.Rel.Ed. (2003) Loyola University, New Orleans, LA; Religious Education
M.B.A. (1989) Villanova University, Villanova, PA; Marketing/International Business
M.Eng. (1984) Virginia Tech, Blacksburg, VA; Chemical Engineering
B.S. (1983) Virginia Tech, Blacksburg, VA; Chemical Engineering
Registered Professional Engineer, State of Delaware, #7707
Juice Hazard Analysis Critical Control Points (HACCP) Certification, Cornell University

II. ACADEMIC EXPERIENCE

Dean, College of Business Administration, Niagara University, NY (4/2012-5/2016)
Director, Student Global Experience, College of Business Administration (1/2022-5/2025)
Professor of Applied Artificial Intelligence (4/2025, ongoing) – inaugural School Professor
Professor of Marketing & International Business, Niagara University (4/2012-4/2025)

Dean, H-E-B School of Business, Univ. of the Incarnate Word, San Antonio, TX (6/2007-4/2012)
Professor of Marketing, University of the Incarnate Word (6/2007-4/2012; tenured 2/2009)

Dean, School of Business Administration, Tiffin University, Tiffin, OH (8/2005-6/2007)
Dean, Graduate and Online Education, (6/2001-8/2005)
Chair, Marketing, Hospitality Management, and International Studies (9/1998-8/2001)
Professor/Associate Prof./Assistant Prof. of Marketing, Tiffin University (1/1998-6/2007)

Fulbright Commission Awards

Fulbright Specialist, Maronadera University of Agricultural Sciences & Technology, Marondera, Zimbabwe (8/2025-9/2025)

Conducted AI training and support across a wide variety of university stakeholders. This included internal presentations to students, faculty, and administration; also external activities with farmers, extension agents, and corporate leaders.

Fulbright Specialist, Institute of Finance & Economics, Ulaanbaatar, Mongolia (5/2006-6/2006)
Helped modify and fine tune policies and procedures in preparation for professional accreditation. While the primary obligation was to work with faculty and administration on curriculum, there was also guest lecturing in various marketing and management courses.

Fulbright Specialist, Kazakh-Russian International University, Aktobe, Kazakhstan (11/2005)
Advised the start-up of a BBA program by counselling faculty and staff on policy, process, and content in delivering business administration programs, including accreditation. Taught the first two BBA courses to students from Aktobe and Uralsk, Kazakhstan.

International Development Projects

Volunteer, USAID Farmer to Farmer Program, Cultivating New Frontiers in Agriculture, Zambia (6/2024) Assisted a para-state organization (Nyimba District Farmers Association; farmer union, processing co-operative, agricultural extension office), in implementing their 5-year business plan through KPI, creating core marketing messaging, and AI training (3 weeks)

Volunteer, USAID Farmer to Farmer Program, Catholic Relief Services, Rwanda (5/2023)
Guided rural pineapple wine co-operative in surveying stakeholders and writing a five-year business plan, suitable for submission to receive donor or bank funding (3 weeks)

Volunteer, USAID Farmer to Farmer Program, Partners of the Americas, Guyana (10/2022, 4/2023). Offered marketing & strategy recommendations to agribusinesses; HACCP and technology assistance for long shelf-life fruit/juice products & seasonings (2x2 weeks)

Volunteer, Daughters of Charity of St. Vincent de Paul, Province of Ethiopia (3/2019-4/2019)
Provided advice towards achieving economic sustainability through financial analysis (commercial real estate & inter-cropping farm projects), deep water well development, marketing & social media, leadership & teamwork, and financial literacy (6 weeks)

Teaching, Speaking, and Other International Invitations

(AI=artificial intelligence; B2B=supply chain & logistics; CSR=corporate social responsibility, IB=international business & marketing; MT=medical tourism)

Keynote/Featured Speaker, DePaul College/Mandya University, India (AI, 5/2025); University of Guyana (AI, 3/2024, 9/2023); Hunan University of Science and Technology, China (MT, 5/2017); Jiangnan University, China (B2B, 11/2012); Central South University, China (CSR, 11/2011); Ministry for Health, Welfare, and Family Affairs, Korea (MT, 4/2009)

Hunan Province Foreign Expert Award, Xiangtan, Hunan, China (MT, 6/2017 & 12/2017)

Co-Leader, Ph.D. Seminars, KATAJA, Finnish doctoral studies program (B2B, 9/2004, 6/2002)

Team taught courses, Rzeszów School of Business, Rzeszów, Poland (IB, Fall 2001), the Institute of Business, Law, and Management, Rostov-on-Don, Russia (IB, Fall 2002), and Centro Universitario Incarnate Word, Mexico City, Mexico (IB, Spring 2009)

Lecturer, Jiangnan University, China (MT, 9/2013); Central South University, China (B2B, 11/2011); Jyväskylä University, Laurea University Applied Sciences, Finland (B2B, 10/2010, 4/2008, 9/2004, 10/2003, 11/2002, 3/2000); Qingdao University, China (B2B, 3/2001)

Selected Teaching/Service Awards & Recognition

AI expert, Voice of America (6/2024, 7/2024), National Public Radio (3/2024), WKBW-TV (2/2023), International Dairy Deli Bakery Association (6/2023, 11/2023, 3/2024)

Teaching Innovation Award, Mid-Atlantic Association of Colleges of Business Administration; hands-on experiences in teaching marketing AI applications in the classroom (10/2023)

Farmer to Farmer Volunteer of the Year Nominee, Guyana, Partners of the Americas (2023)

Academic Innovation Fund Award, Niagara University; virtual reality in the classroom (8/2022)

Vincentian Mission Award, Niagara University; service to Daughters of Charity-Ethiopia (2019)

Kappa Kappa Psi, membership in national honors fraternity of university student bands (2/2006)

Annual Outstanding Faculty Travel Grant, Tiffin University “Teacher of the Year” (7/2000)

Dow Fellowship for Teaching Excellence, Northwood University “Teacher of the Year” (5/1997)

International Management & Service Experience

Chair, International Scholarships Committee, Niagara University faculty/staff fostering & honing student Fulbright, Marshall, Mitchell, Rhodes Scholarship applications (1/2020, ongoing)

Academic Dean, China Incarnate Word, Guangzhou, China & Centro Universitario Incarnate Word, Mexico City (6/2007-4/2012)

Managing Director, Tiffin University at University of Bucharest, Romania (9/2001-6/2007)

Cumulative Teaching Experience to May 2026

Course	Sections	Course	Sections
Principles of Marketing	25	Business-to-Business Marketing (PhD)	2
International Marketing	23	Brand Management (MBA)	2
Marketing Strategy (MBA)	19	Organizational Theory (MBA)	2
Integrated Marketing Communications	14	Marketing Channels Management (MBA)	2
International Marketing/Business (MBA)	9	Personal Selling	2
Business Policy (BBA Capstone)	7	Business Ethics	2
Market Research	7	Econometrics	2
Marketing Strategy (Marketing Capstone)	6	Global Supply Chain Management	1
Sales Management/Leadership	6	Structural Modelling Applications (PhD)	1
Management Simulations (MBA)	5	Executive Experience (MBA Capstone)	1
Principles of Management	5	International Trade & Economics (MBA)	1
Marketing Analytics	4	Leadership & Teamwork (MBA)	1
Consumer Behavior (MBA)	3	Business Marketing (MBA)	1
Business Ethics (MBA)	3	Overview of the Global Food Industry	1
Consumer Behavior	3	Business Marketing	1
Retail Management	3	International Marketing Channels	1
Niagara University Beginnings	3	Operations Research II	1

Total: 169 sections (approximate 3 semester hour/4 quarter hour equivalents)

III. SELECTED ACADEMIC RESEARCH

Most recent

- Daly, S.P. (2025), “AI’s Dual Edge: Risk & Reward for the Future of Work and Society”, panel discussion, *HIGHER EDUCATION 4.0: “Revolutionizing the Pathway to Career through Digitalization*, DePaul College/Mandya University, Mysore, India, May.
- Daly, S.P. (2025), “Beyond the New Digital Divide: Language Fluency as an Ethical Barrier in Higher Education”, *HIGHER EDUCATION 4.0: “Revolutionizing the Pathway to Career through Digitalization*, DePaul College/Mandya University, Mysore, India, May.
- Daly, S.P. and R. Elaasri (2024), “The New Digital Divide: Fluency in a Major Chatbot Language”, *31st International Vincentian Business Ethics Conference*, Lewiston, NY, USA, October.
- Daly, S.P. (2024), “Adding Human Value to Artificial Intelligence Outputs: Student Curation of ChatGPT Outputs in an International Marketing Course”. *University of Guyana's Center of Excellence for Teaching and Learning 3rd Biennial Teaching Conference*, Georgetown, Guyana, June.
- Daly, S.P. (2024), “Harnessing AI for Inclusive Education: Equitable Education and Skills Disparities in Africa”, panel session chair and organizer, *eLearning Africa Conference 2024*, Kigali, Rwanda, June.
- Daly, S.P. (2023), “Chatbot Usage in Developing Economies: Experience from USAID Farmer to Farmer”, *30th International Vincentian Business Ethics Conference*, Lewiston, NY, USA, October.
- Daly, S.P. and X. Luo (2022), “The Student-Centered Metaverse: Connecting VR, MR, AR to Gen Z Student Needs,” *EDULEARN 22*, Palma de Mallorca, Spain, July.
- Daly, S.P. and C.X. Xiaoyu (2022), “Finding Meaningful Student Globalization Experiences Nearer Home”, *Critical Tourism Studies 9*, Mao, Minorca, Spain, June.

Most cited

Google Scholar h-index = 6; 407 total citations, 86 since 2017 (1/28/2022)

Daly, S.P. (2001), "Student-operated Internet Businesses: True Experiential Learning in Entrepreneurship and Retail Management," *Journal of Marketing Education*, 23 (3), 204-215. (173 citations; Google Scholar, 1/28/2022)

Daly, S.P. and P. Nath (2005), "Reverse Auctions for Relationship Marketers," *Industrial Marketing Management*, 34, 157-166. (110 citations; Google Scholar, 1/28/2022)

Daly, S.P. and Cui, L.X. (2003), "E-Logistics in China: Basic Problems, Manageable Concerns, and Intractable Solutions," *Industrial Marketing Management*, 32 (3), 235-242. (60 citations; Google Scholar, 1/28/2022)

Wang Chang, Zhou Deng, and S.P. Daly (2012), "Research Progress and Enlightenment of Foreign Corporate Social Responsibility," *East China Economic Management*, 3. In Chinese. (22 citations; Google Scholar, 1/28/2022)

Daly, S.P. and M.M. Mattila (2000), "Darwin and Ethics: Using Natural Selection to Understand Ethical Business and Organizational Behavior," *Electronic Journal of Business and Organization Ethics*, 5 (1). (20 citations; Google Scholar, 1/28/2022)

Daly, S.P. and P. Nath (2005), "Reverse Auctions and Buyer-Seller Relationships: A Rejoinder to Emiliani and Stec's Commentary," *Industrial Marketing Management*, 34, 173-176. (16 citations; Google Scholar, 1/28/2022)

IV. SELECTED SERVICE EFFORTS

Board of Directors, Higher Education, Category Management Association (1/2021, ongoing)

Co-Chair/Faculty Liaison, Food Marketing Center of Excellence Board, NU (9/2013, ongoing)

Member, AACSB & SACS Accreditation Peer Review Teams (9/2011-5/2021)

Board of Directors, United San Antonio Federal Credit Union, San Antonio, TX (1/2010-6/2012)

Conference Co-Chair, Leadership and Management Studies in Sub-Saharan Africa, Zanzibar, Tanzania, June 25-30, 2006 (9/2004-6/2006)

V. PROFESSIONAL EXPERIENCE

Marketing Director, Kayeness Instruments (now Dynsico), Morgantown, PA (8/1987-11/1990)

Global responsibility for all aspects of sales and marketing; actively formulated corporate strategy with principal co-owners. Managed two inside salespeople and twenty-five international manufacturer's representative companies.

Senior Research Engineer, Pennwalt (now Arkema), King of Prussia, PA (8/1984-8/1987)

Duties included specialty plastics product development and technical service. Supervised physical, thermal, and rheological testing group of one junior engineer and two technicians.